



**Voluntary Incentive Program for
Healthier Default Beverage
Choices with Children's Meals**

Strategic Goals



Engagement

3. Promote staff and partners as “Community Clinicians” to champion health throughout the City.



Healthy Food Access

8. Work with educational assets to promote Nutrition Programming.



Health Care & Prevention

1. Raise awareness of Chronic Diseases through the development of baseline data inclusive of health determinant inequities.

7. Support Early Childhood Development through lactation policies and pre-school age wellness programs.

Sugary-Sweetened Beverages

 Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™
Morbidity and Mortality Weekly Report (MMWR)

Sugar-Sweetened Beverage Consumption Among Adults — 18 States, 2012

Weekly

August 15, 2014 / 63(32);686-690

Gayathri S. Kumar, MD1,2, Liping Pan, MD2, Sohyun Park, PhD2, Seung Hee Lee-Kwan, PhD1,2, Stephen Onufrak, PhD2, Heidi M. Blanck, PhD2 (Author affiliations at end of text)

Reducing consumption of calories from added sugars is a recommendation of the 2010 Dietary Guidelines for Americans* and an objective of *Healthy People 2020*.† Sugar-sweetened beverages (SSB) are major sources of added sugars in the diets of U.S. residents (1). Daily SSB consumption is associated with obesity and other chronic health conditions, including diabetes and cardiovascular disease (2). U.S. adults consumed an estimated average of 151 kcal/day of SSB during 2009–2010, with regular (i.e., nondiet) soda and fruit drinks representing the leading sources of SSB energy intake (3,4). However, there is limited information on state-specific prevalence of SSB consumption. To assess regular soda and fruit drink consumption among adults in 18 states, CDC analyzed data from the 2012 Behavioral Risk Factor Surveillance System (BRFSS). Among the 18 states surveyed, 26.2% of adults consumed regular soda or fruit drinks or both ≥1 times daily. By state, the

Judge clears way for San Francisco's soda pop warnings

Nathan Bomey, USA TODAY 6:30 p.m. EDT May 18, 2016



(Photo: Amy Sparks, Coca-Cola)

Soda pop manufacturers will be forced to include warnings about the potent certain advertisements in San Francisco after a federal judge declined to h

U.S. District Judge Edward Chen refused Wednesday to block the measur the soda pop companies will be required to sound the alarm about the hea

The law specifically requires the warning on printed ads, posters and billbo or packaging. It applies to beverages with one or more added caloric swee 12 ounces.

The American Beverage Association, California Retailers Association and California State Outdoor Advertising Assor temporary injunction blocking the rule from implementation. They argued it violated their free speech rights.

Supporters of the law say it's critical to warn consumers about the connection between sugary beverages and health be included on the ads states: "WARNING: Drinking beverages with added sugar(s) contributes to obesity, diabetes, from the City and County of San Francisco."

Philadelphia passes a soda tax

by Jeanne Sahadi and Aaron Smith @CNMMoney

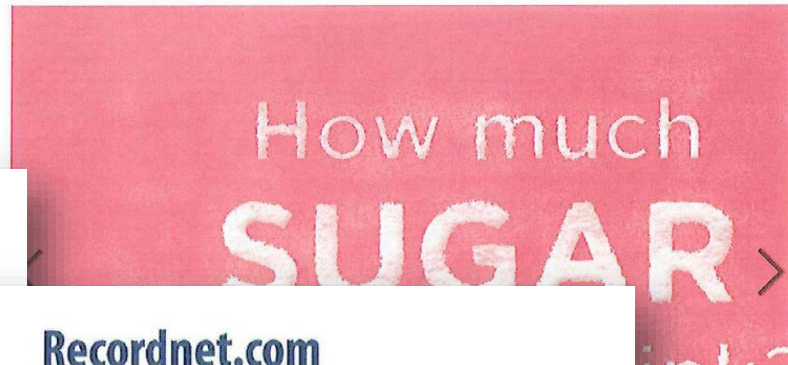
June 16, 2016: 5:33 PM ET



Do soda taxes work? Experts look to Mexico for answers

By Jacqueline Howard, CNN

Updated 3:40 PM ET, Tue November 1, 2016



Recordnet.com
News worth sharing online

Stockton only second city in US to adopt restaurant policy targeting children's soda consumption

Sunday Posted Jun 19, 2016 at 5:15 PM

Updated Jun 19, 2016 at 5:18 PM

By Roger Phillips
Record Staff Writer
@rphillipsblog

STOCKTON — Nikki Chan brought a Coke and a smile with her to a recent City Council meeting. She also brought a box of sugar, a measuring spoon and an empty glass.

Goals



- Raise awareness:
 - Childhood obesity
 - Impacts of caloric sugar intake
- Increase healthier options
- Support food establishment “champions”

Outreach

- YMCA Leadership Group at Hilltop High
- Promise Neighborhood Resident Leadership Academy
- Chula Vista Community Collaborative Promotores



Stacey Kurz
Senior Project Coordinator/Healthy Chula Vista Initiative
City of Chula Vista
276 Fourth Avenue
Chula Vista, CA 91910

DELIVERED VIA EMAIL

Re: CRA SUPPORT: "KIDS CHOICE CHULA VISTA" PROGRAM

Dear Stacey,

On behalf of the California Restaurant Association, San Diego County Chapter (CRA) and all our member restaurants in the City of Chula Vista, we submit this letter of support for the "Kids Choice Chula Vista" program. The CRA and the restaurant community are committed to a proactive role in providing our customers with healthy options when it comes to food and beverage. Additionally, the San Diego Chapter is excited to financially contribute, in the amount of \$200.00 towards the healthy living incentive based program.

We believe this well balanced program will help food establishments educate their customers on healthy choices and lifestyles. Lastly, the "Kids Choice Chula Vista" program aligns with CRA's healthy living goals by allowing customers to make their own decisions and understanding that balancing calories consumed from all sources with calories burned through activity is the key equation to weight maintenance and a healthy diet.

Again, thank you for all your hard work and dedication in this effort.

Sincerely,

A handwritten signature in black ink that reads "Chris Duggan".

Chris Duggan
Director, Government Affairs and Public Policy
California Restaurant Association



Partnerships

- Office of Communications
- Office of Sustainability
- California Restaurant Association
- Pediatric & Dental Offices

Make the **HEALTHY CHOICE** the **FIRST CHOICE** in children's drinks!

100% fruit juice | milk | water



BENEFITS of joining the program

Offer healthy options!

- ★ **Join the Kids Choice Chula Vista program which supports eateries that offer children healthy beverage options, provides access to various promotional avenues, and includes free resources.**

Marketing Package: Tout your achievements with a no-cost promotional package, including window clings.

Advertising and Promotion: Receive recognition in social media, local websites, newspapers, newsletters, direct mailers, outreach and events.

Networking: Collaborate with like-minded Chula Vista businesses.

Program Priority: Receive priority for City funded business improvement programs, if eligible.

Streamlined Processing: Receive expedited processing upon approval for tenant improvement permits.

Workshops: Participate in workshops to learn more and acquire the tools to strengthen your business efforts as a health leader.

Join Now at
WWW.CHULAVISTACA.GOV/KIDSCHOICECV

